

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

FILE

20th YEAR • A WEEKLY PUBLICATION

Week of September 5, 1960

january

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 2	BONWIT TELLER RELEASE DATE--French & Italian Millinery (Show, Sept. 1).		
Sept. 2	SAKS FIFTH AVENUE'S RELEASE DATE--Ferragamo Fall Shoes. (No show.)		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 5, 1960</u>			
Sept. 5	LABOR DAY (Monday).		
Sept. 6	WALTER FLORELL'S RELEASE DATE--Preview, Sept. 1 at 2:30 P. M.		
Sept. 6	MARTIN'S RELEASE DATE--Made-in-Europe preview, Aug. 24 at 10:30 A. M.		
Sept. 6	BONWIT TELLER RELEASE DATE--Shoe preview, Aug. 31 at 9:00 A. M.		
Tuesday Sept. 6 12:00 Noon	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Tuesday Sept. 6 4:00 P.M. Champagne	"THE NEW LOOK FOR THE LANES" Bowling bags, shoes, custom-bowling balls, coordinated with specially designed bowling fashions by Jeanne Campbell of Sportwhirl. By invitation. Contact: Virginia Casey, Communications Counselors, OX. 7-7330.	BRUNSWICK CORP. (CHICAGO, ILL.)	PARK LANE HOTEL CRYSTAL BALLROOM
Beginning Tuesday Sept. 6	OPENING OF HOLIDAY COLLECTION "British Continentals"--Hi-Line's new interpretation of elegance for young gentlemen's apparel in sizes 2-4 and 3-7 in their "Royal Holiday Line." By appointment only. Publicity: Ruth Shaw Assoc., WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Beginning Tuesday Sept. 6	SHOWING: HOLIDAY & CRUISE COLLECTION Showing of junior Holiday and Cruise fashions designed by Violet Feigin. Continuous daily. Contact: LA. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 6	HOLIDAY & CRUISE PANTS & TOPS Showing of Holiday and Cruise pants and tops at continuous showings. By appointment. Publicity: Barbara McGinniss, OX. 5-7320.	MISTER PANTS; PANTSVILLE: PA.	550 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Tuesday Sept. 6	RESORT AND SPRING SPORTSWEAR COLLECTION Publicity: Essie Pinsker, WI. 7-4591.	AILEEN, INC.	1407 BROADWAY SHOWROOM - 32ND FLOOR
Beginning Tuesday Sept. 6	JUNIOR DRESSES FOR HOLIDAY AND RESORT Continuous showings daily. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 6	HOLIDAY AND RESORT MISSES DRESSES Continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Sept. 7 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Press preview of Stern's imports and adaptations. By invitation. (Release date - Thurs. Sept. 8). Publicity: Mildred Collins, LO.5-7960.	STERN'S	3RD FLOOR
Wednesday Sept. 7 9:30 A.M. Breakfast	ELEVENTH ANNUAL HOME FURNISHINGS SHOW Press preview--"The Wonderful World of Children"--model room designed for children by Emily Malino; also exhibits of homefurnishings by national manufacturers. By invitation. Open from Sept. 7-Sept. 18. Tickets: \$1.50. Contact: Nan Morrison at Harold J. Siesel, PL. 9-6440.	NAT'L HOMEFURNISHINGS SHOW, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
Wednesday Sept. 7 10:30 A.M.	PREVIEW: RESORT & HOLIDAY COLLECTION Helena Barbieri's Resort and Holiday cocktail and evening fashions. By invitation. Showing Sept. 13, 14, 15 at 9:30 A. M. Contact: CH.4-3169.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM -19TH FLOOR
Wednesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: "LINE- FOR-LINE" IMPORTS Preview for press of Macy's designer import originals, to be copied "line-for-line". (Release date - Friday, Sept. 9). By invitation. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Sept. 7 3:30 P.M.	MATERNITY FASHIONS: PRESS PREVIEW Preview of Holiday and advance Spring maternity fashions for press and buyers. Showing followed by cocktails. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PAGE BOY MATERNITY FASHIONS (1407 BWAY)	SHERRY NETHERLANDS CRYSTAL PAVILLION
Wednesday Sept. 7 3:30 P.M.	HOLIDAY, CRUISE AND EARLY SPRING Special showing for resident buyers. By invitation. Trade showing, Tuesday, Sept. 13 at 11:00 A. M. Contact: Peter Kallish, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM -19TH FLOOR
Beginning Wednesday Sept. 7	OPENING: HOLIDAY SPORTSWEAR COLLECTION Continuous daily showings of Robert Sloan's Holiday collection of sports- wear and separates for daytime and at-home, designed by Sylvia DeGay. Publicity: Margaret Hodge, 441 Lexington Ave., PL.5-7630.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Sept. 8 8:30 A.M. Breakfast	PRESS PREVIEW OF MEN'S WEAR Preview of custom-made collection of men's wear designed by Lewis Aronson of London. By invitation. Contact: Dorothy Wallace, MU. 9-6000.	CELANESE FIBERS CO. (180 MADISON AVENUE)	PARK LANE HOTEL CRYSTAL BALLROOM
Thursday Sept. 8 9:00 A.M. Breakfast	PRESS PREVIEW: FIRST ELECTRONIC JEWELRY Marchal Jewelers, Sylvania Electric Products and Mallory Battery Co. will introduce the world's first electronic jewelry to the press at a champagne breakfast. By invitation. Contact: Jeanne Cornell, PL. 1-3660.	MARCHAL JEWELERS; SYLVANIA & MALLORY	SAVOY-HILTON HOTEL THE COLUMNS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 8 9:30 A.M.	PRESS PREVIEW: FALL MATERNITY FASHIONS Bonwit Teller will preview their Fall maternity fashions to the press. By invitation only. Publicity Dept.: EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Beginning Thursday Sept. 8 10:30 A.M.	OPENING: HOLIDAY & RESORT COLLECTION Showings at 10:30 A. M., Sept. 8, 13, 15, 20. By appointment. Contact: WI. 7-6866.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM -12TH FLOOR
Thursday Sept. 8 12:30 P.M. Luncheon	"MADE-IN-EUROPE" FASHIONS AT LUNCHEON Macy's will present a luncheon showing of made-in-Europe fashions as well as American ready-to-wear. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Thursday Sept. 8 2:30 P.M.	OPENING: RESORT AND EARLY SPRING Showings at 2:30 P. M., Sept. 8, 13, 14, and 20. Contact: LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Sept. 8 4:00 P.M.- 7:00 P.M.	ROOM SETTINGS WITH PORTRAIT PHOTOGRAPHS Preview of 3 room settings by 3 New York decorators, with portrait photo- graphs as a special feature. By invitation. Publicity: Joan Herrold at J. Walter Thompson Co., 420 Lexington Ave., MU. 6-7000.	EASTMAN KODAK CO.	HANS VAN NES' STUDIO 431 EAST 90TH STREET
Thursday Sept. 8 4:00 P.M. Cocktails	CRUISE, RESORT, EARLY SPRING COLLECTION "First Class Passage"--preview of Junior Theme's collection of daytime, cocktail and bridal fashions. For press and buyers. By invitation. Thereafter continuous daily in showroom. Contact: CH. 4-8644. Publicity: Ruth Gerson at Ken R. Williams, WI. 7-4471.	JUNIOR THEME (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Friday Sept. 9 9:00 A.M. Coffee	PRESS:PREVIEW: LINE- FOR-LINE IMPORT COPIES Preview for press of Ohrbach's Paris and Italian couture line-for-line reproductions. By invitation. (Release date, Monday, Sept. 12) Publicity: Mark Klauser, OX 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Friday Sept. 9 12:00 Noon Luncheon	PREVIEW: HOLIDAY- CRUISE COLLECTION Lee Claire will present their Holiday-Cruise collection to press and buyers. Showings Sept. 9, 12, 13, 14, 15, 16 at 12:00 Noon. Luncheon will be served. By invitation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday Sept. 9 12:30 P.M. Luncheon	REPORT: EUROPEAN COLLECTIONS Report on European collections by Betsy Talbot Blackwell, editor-in-chief, "Mademoiselle". Price: \$7.00, members; \$9.00, guests. Contact:WI.7-0324.	N.Y. FASHION DESIGNERS (1457 BWAY)	500 CLUB 500 SEVENTH AVENUE
Sunday Sept. 11 1:15 P.M. Brunch	FALL FASHIONS AT SUNDAY BRUNCH Showing of Fall fashions by Herbert Sondheim, available at Bergdorf Goodman. Hats--Mr. John. Shoes--Fiorentina. Coiffures by Laurence of Ultima. Reservations--\$4.00; contact: Mr. Jerome, CI.6-7700. Fashion Show Director: Peggy Cantor, MU. 9-8542.	HERBERT SONDHEIM, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Sunday Sept. 11	HOLIDAY & RESORT SHOWINGS IN N. Y. Continuous showings of the Maxwell Shieff Holiday and Resort collection. Publicity: Eve Siegel, MU. 8-4598.	MAXWELL SHIEFF OF CALIFORNIA	SAVOY-HILTON HOTEL
Sept. 12	SAKS FIFTH AVENUE RELEASE DATE--Import collection (No Show.)		
Sept. 12	CHRBACH'S RELEASE DATE--Import Copies, Sept. 9 at 9:00 A.M. (See Pg.3).		
Monday Sept. 12 9:00 A.M. Breakfast	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of Alexander's French and Italian imports and reproductions. Showing at 10:00 A. M. By invitation. (These fashions will be featured on WCBS TV, Tuesday, Sept. 13 at 8:00 P. M.) Publ.: Roberta Davis, CY. 8-2000.	ALEXANDER'S	HOTEL ASTOR EMERALD ROOM
Monday Sept. 12 10:30 A.M.	PRESS PREVIEW OF RESORT COLLECTION Edward Abbott's Resort dress collection, designed by Wilson Folmar. By invitation. Trade showings, Sept. 13, 14, 15, 16 at 10:30 A. M. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Sept. 12 12:15 P.M.; 5:45 P.M.	TWO FASHION SHOWS FOR CUSTOMERS Puritan will present the Gloria Swanson Fall collection for Saks-34th. Miss Gloria Swanson will draw five tickets at each show, each winner to receive one of her Fall fashions. Commentator: Mr. Robert Collin. Publicity: Mildred S. Cipes, LA. 4-7000, Ext. 446.	SAKS-34TH & PURITAN DRESS CO.	5TH FLOOR
Monday Sept. 12 1:30 P.M.	BENEFIT SHOWING OF IMPORT COLLECTION "Made-In-Europe Couture Collection, 1960", for benefit of the Garden State Concerts Guild. Press by invitation, Tickets: \$2.50. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, NEW JERSEY)	HOTEL SUBURBAN E. ORANGE, N. J.
Monday Sept. 12 2:30 P. M.	OPENING: HOLIDAY & RESORT COLLECTION Holiday and Resort dress collection for press and buyers at 2:30 P. M. on Sept. 12, 13, 14, 15 by reservation. Contact: CH. 4-5706.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM -18TH FLOOR
Beginning Monday Sept. 12 4:00 P.M.	PREVIEW OF FABRICS FOR RETAILERS Preview for retailers of "The Milliken Center of Performing Fabrics" -- display in colors of Holiday, Resort and Spring fabrics for childrens- wear, sportswear, suits, dresses, coats and knits: <u>Mon., Sept. 12 at</u> <u>4:00 P. M.; Tues., Sept. 13 at 9:00 A. M.; Wed., Sept. 14 at 2:30 P.M.;</u> <u>Thurs., Sept. 15 at 2:30 P. M.</u> Admission by ticket only. Publicity: Julie Buddy, Fashion Director, OX. 5-1200.	DEERING MILLIKEN, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Monday Sept. 12 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: FASHIONS BY HOWARD GREER Howard Greer will be present at Jay Thorpe's preview of his Fall collection. By invitation. (Release date - Tues., Sept. 13). Publicity: Virginia Woodruff, 111 West 57th Street, PL. 7-8960.	JAY THORPE	HOTEL PLAZA STATE SUITE
Beginning Monday Sept. 12	OPENING OF RESORT & SPRING COLLECTIONS Resort and Spring Pettie-4's, for the petite miss; and "Terry Rogers" misses sizes, at informal showings. Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

DATEWHAT'S GOING ONGIVEN BYWHERE

RESORT AND HOLIDAY OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, (FOGA)
(First Time F.O.G.A. Has Scheduled Openings of Resort Collections)

MONDAY, SEPT. 12

Murray Zenkel.....Continuous..... 530 7th (19 Fl.) CH. 4-2270

TUESDAY, SEPT. 13

Hannah Troy, Inc. 1:00 P.M..... 530 7th (2 Fl.) LO. 3-0988

WEDNESDAY, SEPT. 14

Nat Kaplan, Inc. 1:15 P.M..... 498 7th (21 Fl.) LO. 5-4115

Ben Barrack, Inc.Continuous..... 498 7th (7 Fl.) LO. 4-3923

Herbert Schneider, Inc.Continuous..... 498 7th (9 Fl.) LO. 4-1625

THURSDAY, SEPT. 15

Cameo Evening Fashions10:30 A.M..... 530 7th (3 Fl.) PE. 6-0151

Five-Thirty P.M. Fashions.....10:30 A.M..... 530 7th (3 Fl.) PE. 6-0151

Myron Herbert, Inc. 4:00 P.M..... 530 7th (20 Fl.) LO. 4-6830

Grobe Originals, Inc.Continuous..... 498 7th (16 Fl.) BR. 9-9384

Jobere, Inc.Continuous..... 530 7th (30 Fl.) PE. 6-1938

Philip RobertsonContinuous..... 530 7th (P.H.) PE. 6-1351

Young Viewpoint Dresses.....Continuous.....1400 Bway(27 Fl.) CH. 4-4131

Young Viewpoint Knits.....Continuous.....1400 Bway(27 Fl.) CH. 4-4131

FRIDAY, SEPT. 16

Abe Schrader Corp.11:30 A.M..... 530 7th (15 Fl.) LO. 4-9194

Grabois 1:15 P.M..... 498 7th (5 Fl.) CH. 4-2767

Mort Schrader, Inc. 2:30 P.M..... 530 7th (15 Fl.) LO. 4-9194

Jerry Silverman, Inc.Continuous..... 530 7th (10 Fl.) CH. 4-4940

Martin Simon, Inc.Continuous..... 498 7th (7 Fl.) LA. 4-2877

Beginning OPENING: RESORT, CRUISE, LOOMTOGS, INC. 1410 BROADWAY
Monday EARLY SPRING COLLECTION SHOWROOM - 15TH FLOOR
Sept. 12 Continuous daily showings of Loomtogs' Resort collection of sportswear
and separates. Contact: Arnold Schoenfeld, LA. 4-4671.

Beginning OPENING: RESORT AND ULLA FASHIONS, INC. 1384 BROADWAY
Monday HOLIDAY SKI COLLECTION SHOWROOM - RM. 1184
Sept. 12 Showing of Ulla's collection of Resort, Cruise and Holiday fashions and
ski-wear. By appointment. Contact: Don Cooper, BR. 9-9076.

Beginning HOLIDAY-RESORT OPENINGS CALIFORNIA FASHION INDIVIDUAL SHOWROOMS
Monday IN LOS ANGELES CREATORS LOS ANGELES
Sept. 12 The 37 Guild Members will open Holiday, Resort and early Spring collec-
tions. Contact: California Fashion Creators, 740 So. Broadway,
Los Angeles.

Monday ANNUAL FASHION AWARDS NEIMAN-MARCUS SHERATON-DALLAS HOTEL
Sept. 12- AND EXPOSITION DALLAS, TEXAS
Sept. 13 The twenty-third annual Neiman-Marcus Fashion Exposition, with awards to
Claude Staron; Sylvia Pedlar; Edward Burke Smith; Roger Jean-Pierre,
French costume designer. Two showings: Monday evening--dinner and ball;
Tuesday morning--brunch. For benefit of the Dallas Museum for
Contemporary Arts. N. Y. Contact: Kay Kerr, LO. 4-1200; or Sara Marshall,
Neiman-Marcus, Dallas, Texas.

Beginning OPENING: HOLIDAY AND ALBERTO IMPORT, INC. 1407 BROADWAY
Monday RESORT KNITWEAR SHOWROOM - 12TH FLOOR
Sept. 12 Informal showings of knitwear, featuring Italian and French imports.
Contact: Michael Salzman, OX. 5-1840.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 12	OPENING: RESORT AND HOLIDAY COLLECTION Continuous showings of Frank Leone's Resort and Holiday daytime and evening fashions, designed by Raffaele. Contact: LO. 5-3250. Publicity: Julia Berren Associates, 545 Fifth, MU. 7-6865.	FRANK LEONE, INC.; RAFFAELE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Sept. 13 9:45 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Preview of Fall and Winter maternity fashions, designed by Helene Scott. By invitation. Publicity: Paula Miller, IE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday Sept. 13 10:30 A.M.	PREVIEW: HOLIDAY JUNIOR DRESS COLLECTION The Guy D. Holiday junior dress collection, for press and buyers. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 13 11:00 A.M. And 2:30 P.M.	PREVIEW OF HOLIDAY COLLECTION Preview for press and buying offices of color coordinated separates for Holiday, 1960. By invitation. Continuous thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Sept. 13 12:00 Noon Luncheon	PREVIEW OF HOLIDAY AND RESORT COLLECTION Designed by Sylvan Rich, for press and buyers. <u>Luncheon showings</u> thereafter Sept. 15, 20, 27, 29 at 12:00 Noon. By invitation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Sept. 13; Sept. 14 12:00 Noon Luncheon	PREVIEW OF CASCAMI SETA YARNS Gerli will present Italian fabrics woven from new types of spun silk, synthetic yarns and blends, produced by Cascami Seta, a division of Italy's Snia Viscosa. <u>Guests of Honor:</u> Dr. Mario Braida; Mr. Edigio Caldiron of Cascami, Milan. <u>For press and manufacturers. Luncheon--Wed., Sept. 14 at 12:00 Noon,</u> for textile technicians. By invitation. Publicity: Terry V. Seymour, 16 West 55th St., PL. 7-9170.	GERLI & CO., INC. (2 PARK AVENUE)	HOTEL ASTOR COLLEGE ROOM -8TH FLOOR
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW: PAULETTE'S FALL HATS Reproductions of Paulette's Fall millinery, available exclusively at Saks Fifth Avenue, will be previewed. Introduction of Mme. Paulette to the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 13; Sept. 14 1:00 P.M.	OPENING: HOLIDAY & RESORT COLLECTION The Mr. Mort Holiday and Resort junior dress collection, designed by Lee Evans. By admission card. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 13 1:00 P.M.	OPENING OF RESORT & HOLIDAY COLLECTION Showing of Resort and Holiday collection on Sept. 13, 14, 15, 20 and 21 at 1:00 P. M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 13 2:00 P. M.	OPENING: HOLIDAY AND CRUISE COLLECTION Contact: Peter Kallish, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 13 2:30 P. M.	OPENING: RESORT AND EARLY SPRING Resort and early Spring collection at 2:30 P. M., Sept. 13, 15, 20, 21, 27, 29. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Sept. 13 3:00 P. M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of Hattie Carnegie Fall and Winter custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Tuesday Sept. 13 & Sept. 20 3:00 P. M.	HOLIDAY & RESORT COLLECTION Showing of Margot's fashions to buyers on Tuesday Sept. 13 and Sept. 20 at 3:00 P. M. By invitation. Contact: Peter Kallish, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 13 6:30 P. M.- 9:00 P. M.	FIRST SESSION OF FASHION CAREER COURSE "Designing"--Speakers: Bill Blass, Maurice Rentner, Ltd.; Bonnie Cashin, Bonnie Cashin Designs; Evelyn Dawson, Suzy Perette; Virginia Pope, Parade Publications. Price of course: \$20.00. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING SOC. AUD. 29 WEST 39TH STREET
Beginning Tuesday Sept. 13	OPENING: HOLIDAY & RESORT COLLECTION Continuous showings, featuring group of full length inaugural fashions. (<u>Note Change of Date</u>). Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Sept. 14 9:00 A.M. Breakfast	PREMIERE PREVIEW: JACQUES HEIM SPORTSWEAR First American collection of Jacques Heim's sportswear, for S. Augstein & Co. For press, by invitation. Thereafter in showroom. Publicity: Ann Roman at Bell & Stanton, YU. 6-1250.	S. AUGSTEIN & CO. (1407 BROADWAY)	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday Sept. 14 10:30 A. M.	OPENING: HOLIDAY AND RESORT COLLECTION Opening of Richard Cole's Holiday and Resort collection. Informal showings thereafter. For reservations, contact: OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 14 11:00 A. M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. (<u>Release date - Sept. 16</u>). Publ.: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Sept. 14 12:00 Noon Luncheon	NEW WAYS IN MODERN DINING "THE BIG SWITCH THAT FASHION-FEEDS AMERICA"--vignette settings of electrified household appliances. Speaker: Poppy Cannon. Prices: \$6.50, members; \$7.50, guests. Contact: TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Fall-Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 WEST 39TH ST.)	WALDORF-ASTORIA PEACOCK ALLEY
Wednesday Sept. 14 12:30 P.M. Luncheon	SHOWING OF CRUISE & HOLIDAY COLLECTION Showing of Cruise and Holiday collection on Sept. 14 and 20 at 1:15 P.M. (Luncheon at 12:30 P.M.). Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Wednesday Sept. 14 1:15 P.M.	OPENING: RESORT & TRAVEL COLLECTION Showings at 1:15 P.M., Sept. 14, 15, 20, 26, 28, Oct. 5. Contact: Miss Fritzzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 14; Sept. 15 2:00 P.M.	PREVIEW OF HOLIDAY JUNIOR COLLECTION Collection designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Sept. 14 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Showing for press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 14 3:00 P.M. Champagne Tea	ANNUAL DESIGNER SHOW IN BOSTON Filene's French Shops' annual designer fashion showing, with Design Talent Awards personally presented to Antonio of Lanvin-Castillo, Paris; Simonetta, Rome; Norman Norell, U.S.A. Admission by ticket only - \$4.50. Fashion Promotion Director: Virginia Harris, Filene's, Boston, Mass.	FILENE'S	SHERATON-PLAZA (BOSTON) GRAND BALLROOM
Wednesday Sept. 14- Sept. 15	OPENING OF JUNIOR HOLIDAY COLLECTION Parklane Juniors daytime holiday dresses; and Parklane Debs cocktail fashions. Continuous thereafter. Contact: Ruth Elsinger, WI. 7-0430.	PARKLANE JUNIORS & PARKLANE DEBS	1400 BROADWAY SHOWROOM - 28TH FLOOR
Beginning Wednesday Sept. 14	RESORT AND HOLIDAY LEATHER COLLECTION "Sparkle Collection"--continuous showings of Samuel Robert's Resort and Holiday leather fashions. Publicity: Sara Pennoyer, MU. 3-7466.	SAMUEL ROBERT, INC.	1407 BROADWAY SHOWROOM - 27TH FLOOR
Thursday Sept. 15 8:15 A.M. Breakfast	RESORT, HOLIDAY, SPRING LEATHER FASHIONS "High Llamas of Fashion"--preview of fashions in leather. By invitation. Publicity: Fashion Bureau, 128 East 37th St., OR. 9-6996.	LADIES LEATHER APPAREL MFRS. ASSN.	500 CLUB 500 SEVENTH AVENUE
Thursday Sept. 15 10:30 A.M.	PREVIEW OF RESORT & HOLIDAY COLLECTION Preview of Resort and Holiday cocktail and evening fashions. Thereafter continuous. Contact: Sandy Abelson or Abe Goldman, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday Sept. 15 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL PROMOTIONS Store-wide Fall promotion plans will be previewed for the press. By invitation. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	ROOF - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall fashions by Branell, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	BRANELL	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 15 1:15 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection by Gothe. Contact: LO. 5-2727. Publicity: Nona James, YU. 6-6980.	GOTHE (DAVID E GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Thursday Sept. 15 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showings at 2:30 P.M., Sept. 15, 19, 20, 21. By appointment. Contact: Helen Maxwell, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 15 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER Presentation of custom-order and ready-to-wear collection, created for Elizabeth Arden in Paris. By invitation. (For release, Monday, Sept. 19). Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Thursday Sept. 15 4:00 P.M. Champagne	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Bob Smith's Holiday and Resort collection of dresses. By invitation. Continuous thereafter. Contact: Chad Markham, LA. 4-1380.	BOB SMITH, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Sept. 16 9:00 A.M. & 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings with report by Nancy White, Editor, "Harper's Bazaar". Ready-To-Wear Committee of Fashion Group and Fashion Dept., "Harper's Bazaar". Prices: <u>Breakfast--</u> \$6.00 (members), \$10.00 (guests); <u>Luncheon--</u> \$10.00 (members), \$15.00 (guests). One guest to a member for luncheon. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday Sept. 12- Sept. 17	HOLIDAY AND RESORT SHOWING IN NEW YORK Travilla will present his Holiday and Resort collection in N.Y. By appointment. Contact: Travilla in Los Angeles.	TRAVILLA (L. A.) (853 N. LA CIENGA)	SAVOY HILTON HOTEL
Sept. 18- Oct. 18	THE SECOND ANNUAL NATIONAL INTERIOR DESIGN MONTH Publicity: Ted Materna, 75 East 55th Street, PL. 3-3240.		
Monday Sept. 19 10:00 A.M.- 12:00 Noon	SELECTION OF "SWEATER QUEEN OF 1960" The "Sweater Queen of 1960" and "Junior Sweater Queen of 1978" will be introduced at the fifteenth annual National Sweater Week (Sept. 19 - Sept. 25). By invitation. Contact: Edward Brandwein, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	WALDORF-ASTORIA
Monday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Preview of the Oldric Royce custom-order collection. By invitation. Publicity: Nona James, YU. 6-6980.	OLDRIC ROYCE	16 EAST 52ND STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 19 12:30 P.M.	CUSTOMER SHOWING: LINE- FOR-LINE COLLECTION Bamberger's will present their line-for-line collection for Fall and Winter. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, N.J.)	3RD FLOOR
Monday Sept. 19 4:00 P.M. Cocktails	ITALIAN DESIGNED FALL-WINTER FURS De Cor will preview its "Fatto Con Amore" Fall-Winter fur collection, designed by Roman couturier Emilio F. Schuberth. Commentator: Contessa De Gorda. (Showing at 4:30 P.M.) By invitation. Publicity: Trudy Brooks at Terry V. Seymour, 16 West 55th St., PL. 7-9170.	DE COR FURS INC. (130 W. 30TH STREET)	HARWYN CLUB 112 EAST 52ND STREET
Monday Sept. 19 4:00 P.M. Cocktails	PREVIEW OF RESORT SPORTSWEAR COLLECTION Preview showing of Resort sportswear for press and buying offices. By invitation. Contact: LO. 5-7514.	TINA LESER, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Sept. 20 9:15 A.M. Breakfast	PRESS PREVIEW: RESORT,- SPRING SPORTSWEAR Jantzen will present their swimwear and playclothes to the press. By invitation. Contact: Sally Larson, OX. 7-0811. Publicity: Eloise Walton at Rogers & Cowan, PL. 9-6272.	JANTZEN, INC. (261 MADISON AVENUE)	MAIDMAN PLAYHOUSE 416 WEST 42ND STREET
Sept. 20	MACY'S RELEASE DATE--French and Italian Millinery Originals. (No show).		
Tuesday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Jacques Kaplan will present the Georges Kaplan Fall-Winter "Americana" furs, inspired by great works of modern American artists. <u>Showing at 10:00 A.M.</u> By invitation. Publicity: Terry V. Seymour, PL. 7-9710.	GEORGES KAPLAN (730 FIFTH AVENUE)	WHITNEY MUSEUM 22 WEST 54TH STREET
Tuesday Sept. 20 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS Fashions by Gigiola Curiel of Milan and Bernard Newman of the United States. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. By invitation. Publicity: Kay Inglis-Jones, PL. 9-3000.	BOB BUGNAND	19 EAST 62ND STREET SALON
Tuesday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT AND SPRING COLLECTION Press preview of Resort and Spring collection of knitwear. Mme. Ghislaine de Kernaingant, the designer, will be present. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	KORRIGAN LESUR CORP.; AVAGOLF	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Sept. 20 4:00 P.M. Champagne	SPRING PREVIEW IN LOS ANGELES Opening of new showroom in Los Angeles, and preview of Spring collection. Publicity: Joy Frizze, 611 Mission St., San Francisco.	KORET OF CALIFORNIA	846 SOUTH BROADWAY LOS ANGELES, CALIF.
Wednesday Sept. 21	ROSH HASHONAH (Jewish New Year)--Begins at Sundown on Wed., Sept. 21. First two days of Holiday: <u>Thursday, Sept. 22 and Friday, Sept. 23.</u>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 23	MACY RELEASE DATE--Junior Deb (Celanese) Fashions (No Show).		
Sept. 26	SAKS FIFTH AVENUE RELEASE DATE-- Fur Fashions (No Show).		
Monday Sept. 26 2:30 P.M.	PREVIEW: CRUISE AND SPRING COLLECTION Haymaker will present their Cruise and Spring collection of shirts, skirts, separates, pants, playclothes and knitted dresses. By invitation. Publicity: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Sept. 26 3:30 P.M. Cocktails	WORLD PREMIERE: SWIMWEAR FASHIONS, 1961 Enchantress of Florida, Ltd. will present a private showing for press and buyers of the 1961 Swimwear Collection. By invitation. Contact: OX. 5-7960.	ENCHANTRESS OF FLORIDA (1407 BROADWAY)	PLACE TO BE ANNOUNCED
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FUR FASHIONS Preview of Fall and Winter fur collection. Showing at 10:00 A.M. By invitation. Contact: Mrs. S.K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Tuesday Sept. 27 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1961 Preview for press and buyers of the Rose Marie Reid 1961 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6274.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday Sept. 27 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Press and resident buyers will preview David Crystal's Resort and Spring dress collection. By invitation. Trade beginning Oct. 3 at 10:30 daily, except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 27 4:00 P.M.	PREVIEW OF SPORTS- WEAR COLLECTION Cabana's preview of Cruise-Resort sportswear, beachwear, dresses and separates; also introducing a new collection of knitted swimsuits, designed by Pembroke Squires. By invitation. Continuous showings there- after at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Sept. 28 12:15 P.M. Luncheon	PREVIEW: JER-SEA OF SWEDEN SWIMSUITS First New York presentation of Jer-Sea knitted swimsuits, presented by P. & M. Distributors, and introducing designer Hans Heitsch. By invitation. Contact: Mr. Gunnar Porath, WI. 7-9295.	P. & M. DISTRIBUTORS (1270 BROADWAY)	PLACE TO BE ANNOUNCED
Wednesday Sept. 28 2:30 P.M.	PREVIEW OF SPRING SUITS David Crystal will preview their Spring suits to press and resident buyers. By invitation. Continuous daily, beginning Monday, Oct. 3. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne will present a preview of their 1961 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Judith Hall at Diamond-Barnett, MU. 2-7025.	ROXANNE SWIMSUITS (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28	SHOWING RESORT SWIMWEAR COLLECTION Informal showings on Sept. 28 of Darlene's Resort swimwear collection. By appointment. Contact: Ann Wanner, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	HOTEL PLAZA PRIVATE SUITE
Thursday Sept. 29 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW George Carmel's Fall and Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 29 4:00 P.M. Cocktails	PREVIEW OF RESORT, CRUISE SWIMWEAR Preview of Cole of California's Resort-Cruise beachwear fashions for 1961. By invitation. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Thursday Sept. 29 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Eighteenth annual Coty American Fashion Critics' Award to fashion designers, selected by a jury of fashion editors. Fashion show at 9:00 P.M. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. RODGERS AUD.
Monday Oct. 3 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Oct. 3 3:30 P.M. Cocktails	PREVIEW OF SWIMWEAR AND BEACH FASHIONS Preview of swimwear and beach fashions for Resort and Summer. By invitation. Contact: LO. 4-8288. Publicity: Phyllis Youngheart, PL. 1-0752.	SUN FASHIONS OF HAWAII (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Tuesday Oct. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF CRUISEWEAR FASHIONS John Weitz will present Cruisewear fashions, manufactured by Stratford Shirt Co., Sportabouts, Pantabouts, Elon of Cal., Downen Knitwear Ltd. By invitation. Contact: Leona Rudd, LO. 3-4920.	JOHN WEITZ DESIGNS INC. (1407 BROADWAY)	THE COLONY RESTAURANT 30 EAST 61ST STREET
Tuesday Oct. 4 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N. W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday Oct. 4 1:00 P.M.	OPENING OF SPORTSWEAR COLLECTION Opening of the Mr. Mort Resort and early Spring sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 4 2:30 P.M.	RESORT AND SPRING SPORTSWEAR COLLECTION Preview of Melba Hobson's Resort and Spring collection for Mr. Gee. By invitation. Contact: WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday Oct. 4 2:15 P.M.	RESORT, SPRING SHOW IN CALIFORNIA Travilla will present his Holiday, Resort and Spring collection. By invitation. Thereafter by appointment in showroom. Contact: Travilla, L.A.	TRAVILLA (LOS ANGELES) (853 N. LA CIENGA)	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF.
Tuesday Oct. 4 4:00 P.M. Cocktails	"SUNSATIONALS '61"-- SPRING PREVIEW IN N.Y. Koret of California will invite press and buyers to preview the Spring, 1961 coordinated sportswear and swimsuits. By invitation. Contact: Mary Zales, LO. 5-2442. Publicity: Joy Frizze, 611 Mission, San Francisco.	KORET OF CALIFORNIA	SHERRY NETHERLANDS CRYSTAL ROOM
Tuesday Oct. 4 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION "The Garden Bouquet Collection"--McMullen's Resort and Spring fashions. By invitation. Thereafter in showroom. Contact: Esther Reifer, OX. 5-4270.	THE McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 9:00 A.M. Breakfast	PREMIERE SWIMSUIT SHOWING "Dream Girls"--Maidenform, 38-year old largest maker of brassieres, enters the swimsuit industry, previewing their first collection. <u>Showing at 9:45 A.M.</u> By invitation. Publicity: Elinor Lenz at Bell & Stanton, 441 Lexington Ave., YU. 6-1250.	MAIDENFORM, INC (200 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 2:30 P.M.	PREVIEW: CRUISE- RESORT COLLECTION Robert Sloan will present his Cruise-Resort collection of sportswear, separates, blouses, designed by Sylvia DeGay. By invitation. Thereafter continuous. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN SPORTSWEAR, INC	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER SPORTSWEAR White Stag will present Spring and Summer 1960 sportswear fashions at a preview for press and buying offices. <u>Showing at 4:30 P.M.</u> By admission card only. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Thursday Oct. 6 12:00 Noon Luncheon	SPRING FABRICS AT LUNCHEON SHOW Semi-annual fabrics luncheon. (Price and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 6 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Catalina will preview their 1961 Cruise and Summer swimwear. By invitation. Publicity: Maria Brown, PE. 6-2855.	CATALINA, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Monday Oct. 10 12:15 P.M. Buffet	PRESS PREVIEW OF SPRING COLLECTION By invitation only. Show at 1:00 P.M. Trade showings, Oct. 11, 12, 13, 18, 19, 20, 25, 26, 27 at 1:00 P.M. By reservation. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

1961

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